

**IN THE CLAIMS**

Please amend the claims as follows.

1. (Currently Amended) A method of communicating agricultural product information to a user, the method including:

receiving at a management information system a request, including an agricultural product identifier, for real-time agricultural product information collected along a chain of custody of the agricultural product, the request being made while the agricultural product is within the chain of custody and prior to the user physically obtaining the agricultural product including an agricultural product identifier;

accessing at least one agricultural product record, identified using the agricultural product identifier, at the management information system, the at least one agricultural product record including agricultural product data collected up to the point of the request;

processing the agricultural product data to generate a report of the real-time agricultural product information including metrics pertaining to the agricultural product; and

communicating the report to the user responsive to the request for real-time agricultural product information.

2. (Original) The method of claim 1 wherein the request includes a location identifier for a unit of production of the agricultural product.

3. (Original) The method of claim 1 wherein the request is received at the management information system as a communication over a communications network.

4. (Original) The method of claim 3 wherein the communications network comprises the Internet, a Wide Area Network (WAN), a Local Area Network (LAN), a wireless network, and a cellular telephone network.

5. (Previously Presented) The method of claim 1 wherein the agricultural product data includes raw data from any one of a group of information types including pre-production, production, environmental, processing, distribution, packaging, transport, product characteristic, social and economic information.

6. (Original) The method of claim 1 wherein the agricultural product data includes certification data certifying compliance with a certification standard.

7. (Original) The method of claim 1 wherein the agricultural product data includes compliance data recording compliance with a regulatory standard.

8. (Original) The method of claim 1 wherein the agricultural product data includes accreditation data recording compliance with an accreditation standard.

9. (Original) The method of claim 1 wherein the communicating comprises generating a markup language document including the agricultural product data and communicating the markup language document over a communications network.

10. (Original) The method of claim 1 including inputting the agricultural product identifier into a communications device for communication via the communications network to the management information system.

11. (Original) The method of claim 10 wherein the communications device includes any one of a group of devices including a personal computer, a Personal Digital Assistant, a telephonic device, a hand-held computer, a pager and a radio device.

12. (Original) The method of claim 10 wherein the inputting of the product identifier into the communications device includes inputting the product identifier utilizing any one of electromagnetic and sound input mechanisms.

13. (Original) The method of claim 12 wherein the electromagnetic input mechanism comprises a bar code reader, the agricultural product identifier comprises product code, and the inputting comprises reading the product code from a label affixed to the agricultural product.

14. (Original) The method of claim 13 wherein the product code comprises any one of a group including a Universal Product Code and a lot number.

15. (Original) The method of claim 13 wherein the product code is represented as a bar code.

16. (Withdrawn) A system to communicate agricultural product information to the user, the system comprising:

a report tool to receive a request for agricultural product information, the request including an agricultural product identifier and to access an agricultural product record, identified using the agricultural product identifier, at the management information system, the agricultural product record including agricultural product data collected along a chain of custody of the agricultural product; and

a report generator to output the agricultural product data responsive to the request.

17. (Withdrawn) The system of claim 16 wherein the request includes a location identifier for a unit of production of the agricultural product.

18. (Withdrawn) The system of claim 16 wherein the request includes a location identifier for a biologically meaningful unit in which an agricultural product is produced.

19. (Withdrawn) The system of claim 18 wherein the biologically meaningful unit includes any one of a group of units including an ecosystem, watershed, biological community, habitat, and species population range.

20. (Withdrawn) The system of claim 16 wherein the request includes a location identifier for a politically meaningful unit in which an agricultural product is produced.

21. (Withdrawn) The method of claim 20 wherein the politically meaningful unit includes any one of a group of units including a country, state, region, county, city, town, and village.

22. (Withdrawn) The system of claim 16 wherein the request is received at the system as a communication over a communications network.

23. (Withdrawn) The system of claim 22 wherein the communications network comprises the Internet, a Wide Area Network (WAN), a Local Area Network (LAN), a wireless network, and a cellular telephone network.

24. (Withdrawn) The system of claim 16 wherein the agricultural product data includes any one of a group of information types including pre-production, production, environmental, processing, distribution, packaging, transport, product characteristic, social and economic information.

25. (Withdrawn) The system of claim 16 wherein the agricultural product data includes certification data certifying compliance with a certification standard.

26. (Withdrawn) The system of claim 16 wherein the agricultural product data includes compliance data recording compliance with a regulatory standard.

27. (Withdrawn) The system of claim 16 wherein the agricultural product data includes accreditation data recording compliance with an accreditation standard.

28. (Withdrawn) The system of claim 16 wherein the report generator is to generate a markup language document including the agricultural product data and communicating the markup language document over a communications network.

29. (Withdrawn) The system of claim 16 including a communications device to receive the agricultural product identifier for communication via a communications network to the report tool.

30. (Withdrawn) The system of claim 29 wherein the communications device includes any one of a group of devices including a personal computer, a Personal Digital Assistant, a telephonic device, a hand-held computer, a pager and a radio device.

31. (Withdrawn) The system of claim 29 wherein the communications device includes any one of electromagnetic and sound input mechanisms to receive the agricultural product identifier.

32. (Withdrawn) The system of claim 31 wherein the electromagnetic input mechanism comprises a bar code reader, the agricultural product identifier comprises product code, and the inputting comprises reading the product code from a label affixed to the agricultural product.

33. (Withdrawn) The system of claim 32 wherein the product code comprises any one of a group including a Universal Product Code and a lot number.

34. (Withdrawn) The system of claim 32 wherein the product code is represented as a bar code.

35. (Withdrawn) A machine-readable medium storing a sequence of instructions that, when executed by a machine, cause the machine to:

receive a request for agricultural product information, the request including an agricultural product identifier;

access an agricultural product record, identified using the agricultural product identifier, the agricultural product record including agricultural product data collected along a chain of custody of the agricultural product; and

communicate the agricultural product data responsive to the request.

36. (Withdrawn) A system to communicate agricultural product information to the user, the system comprising:

first means for receiving a request for agricultural product information, the request including an agricultural product identifier and for accessing an agricultural product record, identified using the agricultural product identifier, at the management information system, the agricultural product record including agricultural product data collected along a chain of custody of the agricultural product; and

second means for outputting the agricultural product data responsive to the request.